ORDER

104837 Orders Order / Rev: Alt Order #: 06832437 American Crossroads Product Desc: Estimate: 693 Flight Dates: 10/16/12 - 10/22/12 Original Date / Rev: 07/27/12 / 09/27/12



National

Amy McCreary BLPHI

Agency

Name:

Order Type:

Crossroads Media, LLC

GENERAL

Buying Contact: Billing Contact:

66 Canal Center Plaza

Alexandria, VA 22314

Billing Type:

Primary AE:

Sales Office:

Sales Region:

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

15%

Cash

Broadcast

Advertiser

Name:

American Crossroads

Demographic:

A35+ PLI1

Product Codes: Priority:

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	111	\$83,275.00	\$70,783.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	111	\$83,275.00	\$70,783.75	0.00
Totals	111	\$83,275,00	\$70,783,75	0.00

00:05:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	32%	\$83,275.00
Market	100%	\$260,234.38

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT ·	0%	\$0.00
KINC	0%	\$0.00
KLAS	33%	\$85,877.34
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$39,035.16
KTUD	1%	\$2,602.34
KVVU	17%	\$44,239.84
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$5,204.69

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSN	V 10/16/12	10/16/12	Wake Up Early w/ \ Wake Up Early Wa	U	430a-5a	-T	:30	1	\$200.001	0.00 NM	1	\$200.00
WAK	E-W/WAGN	ERS REV I	, ,	igners								
		End Date 10/21/12	Weekdays S	Spots/Week	<u>Rate</u> \$200.00	Rating						

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Order / Rev:

104837

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American Crossroads

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10/16/12 - 10/22/12

32437

Product Desc:

American Crossroads

Estimate:

Ln Ch Start End Inventory Cod		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV 10/16/12 10/16/12 Wake Up Early	_	430a-5a	-T	:30	1	\$200.001	0.00 NM	1	\$200.00
Wake Up Early WAKE-W/WAGNERS REV RATE	vvagners								
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week; 10/15/12 10/21/12 -T	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
E 2 KSNV 10/17/12 10/17/12 Wake Up Early Wake Up Early	_	430a-5a	W	:30	1	\$200.001	0.00 NM	1	\$200.00
WAKE-W/WAGNERS REV RATE									
Start Date End Date Weekdays Week: 10/15/12 10/21/12W	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
E 3 KSNV 10/18/12 10/18/12 Wake Up Early Wake Up Early	_	430a-5a	T	:30	1	\$200.001	0.00 NM	1	\$200,00
WAKE-W/WAGNERS REV RATE	CastallAlask	D-1-	Detina						
<u>Start Date </u>	Spots/Week 1	<u>Rate</u> \$200.00	<u>Rating</u> 0.00				*		
E 4 KSNV 10/21/12 10/21/12 Wake Up Early		430a-5a	S	:30	1	\$200.001	0.00 NM	1	\$200.00
Wake Up Early WAKE-W/WAGNERS REV RATE	Wagners								
Start Date End Date Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/15/12 10/21/125	1	\$200.00	0.00						
E 5 KSNV 10/22/12 10/22/12 Wake Up Early Wake Up Early		430a-5a	M	:30	1	\$200.001	0.00 NM	1	\$200.00
WAKE-W/WAGNERS REV RATE									
Start Date End Date Weekdays Week: 10/22/12 10/28/12 M	Spots/Week 1	<u>Rate</u> \$200,00	Rating 0.00				1		
E 6 KSNV 10/16/12 10/16/12 The Agenda 12	•	1230-1p	-T,	:30	1	\$325.001	0.00 NM	1	\$325.00
The Agenda 12 NEWS 3 AT NOON AGENDA	30pm								
Start Date End Date Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12 10/21/12 -T	1	\$325.00	0.00						
E 7 KSNV 10/17/12 10/17/12 The Agenda 12: The Agenda 12: NEWS 3 AT NOON AGENDA	•	1230-1p	W	:30	1	\$325.001	0.00 NM	1	\$325.00
Start Date End Date Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12 10/21/12W	1	\$325.00	0.00						
E 8 KSNV 10/18/12 10/18/12 The Agenda 12 The Agenda 12	•	1230-1p	T	:30	1	\$325.001	0.00 NM	1	\$325.00
NEWS 3 AT NOON AGENDA	0 (- 884)	5.	D #						
Start Date End Date Weekdays Week: 10/15/12 10/21/12T	Spots/Week 1	<u>Rate</u> \$325.00	Rating 0.00						
E 9 KSNV 10/19/12 10/19/12 The Agenda 12 The Agenda 12	•	1230-1p	F	:30	1	\$325.001	0.00 NM	1	\$325.00
NEWS 3 AT NOON AGENDA	o o prim								
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/15/12 10/21/12F	Spots/Week 1	<u>Rate</u> \$325.00	Rating 0.00				*		
E 10 KSNV 10/22/12 10/21/12 The Agenda 12		1230-1p	M	:30	1	\$325.001	0.00 NM	1	\$325.00
The Agenda 12	30 p m								
NEWS 3 AT NOON AGENDA Start Date End Date Weekdays	Spots/Week	Rate	Rating				:		
Week: 10/22/12 10/28/12 M	1	\$325.00	0.00				•		
E 11 KSNV 10/21/12 10/21/12 News 3 Sunrise News 3 Sunrise		6a-7a	S	:30	1	\$350.001	0.00 NM	1	\$350,00
AVG. ALL WKS/NW3-SUNRS WKND REV R									
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/15/12 10/21/12S	Spots/Week		Rating						
Week: 10/15/12 10/21/12S E12 KSNV 10/16/12 10/16/12 Rachael Ray	CM	\$350.00 11am-12pm	0.00 -T	;30	1	\$325.001	0.00 NM	1	\$325.00
Rachael Ray		• ***			•	,		·	4-40100
RACHAEL RAY REV RATE <u>Start Date</u> End Date Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/15/12 10/21/12 -T	<u>apots/veek</u> 1	\$325.00	0.00						
E 13 KSNV 10/17/12 10/17/12	СМ	11am-12pm	W	:30	1	\$325,001	0.00 NM	1	\$325.00

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Order / Rev:

104837

Advertiser:

American Crossroads

Alt Order #:

06832437

Product Desc:

American Crossroads

Flight Dates:

10/16/12 - 10/22/12

Estimate:

Ln Ch Sta	art End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
		Rachael Ray Rachael Ray									
RACHAEL R	AY REV RATE	, mondo, riay									
Start Dat Week: 10/15/12		Weekdays W	Spots/Week 1	<u>Rate</u> \$325.00	Rating 0.00						
E14 KSNV 10/1	8/12 10/18/12	Rachael Ray Rachael Ray	СМ	11am-12pm	T	:30	1	\$325.001	0.00 NM	1	\$325.00
Start Dat		Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12		T	1	\$325.00	0.00						
E 15 KSNV 10/1	9/12 10/19/12 AY REV RATE	Rachael Ray Rachael Ray	СМ	11am-12pm	F	:30	1	\$325.001	0.00 NM	1	\$325.00
Start Dat		Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12		F	1	\$325.00	0.00						
E16 KSNV 10/2		Rachael Ray Rachael Ray	СМ	11am-12pm	M	:30	1	\$325.001	0.00 NM	1	\$325.00
RACHAEL R. Start Dai	AY REV RATE e End Date	Weekdavs	Cnoto Micole	Dete	Detien						
Week: 10/22/12		M	Spots/Week 1	<u>Rate</u> \$325,00	Rating 0.00						
E 17 KSNV 10/2	0/12 10/20/12	Wknd Wheel of F		7-730pm	S-	:30	1	\$550.001	0.00 NM	1	\$550.00
WHEEL REV											
<u>Start Dal</u> Week: 10/15/12		<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$550,00	Rating 0.00						
E 18 KSNV 10/1		The Doctors The Doctors	CM	2pm-3pm	-T	:30	1	\$325.001	0.00 NM	1	\$325.00
DOCTORS R	EV RATE	1110 2001010									
Start Dat Week: 10/15/12		Weekdays -T	Spots/Week 1	<u>Rate</u> \$325.00	Rating 0.00						
DOCTORS R		The Doctors The Doctors	СМ	2pm-3pm	~~W~	:30	1	\$325.001	0.00 NM	1	\$325.00
Start Dat Week: 10/15/12	e End Date	<u>Weekdays</u> W	Spots/Week	<u>Rate</u> \$325.00	Rating 0.00						
E 20 KSNV 10/1	8/12 10/18/12	The Doctors The Doctors	СМ	2pm-3pm	T	:30	1	\$325.001	0.00 NM	1	\$325.00
DOCTORS R			0	*							
Week: 10/15/12		Weekdays T	Spots/Week 1	<u>Rate</u> \$325.00	Rating 0.00						
E 21 KSNV 10/1	9/12 10/19/12	The Doctors The Doctors	СМ	2pm-3pm	F	:30	1	\$325.001	0.00 NM	1	\$325.00
DOCTORS R	EV RATE										
Start Dat Week: 10/15/12	10/21/12	Weekdays F	Spots/Week 1	<u>Rate</u> \$325.00	Rating 0.00						
E 22 KSNV 10/2	2/12 10/22/12		СМ	2pm-3pm	M	:30	1	\$325.001	0.00 NM	1	\$325.00
DOCTORS R	EV RATE	The Doctors									
<u>Start Dat</u> Week: 10/22/12		Weekdays M	Spots/Week 1	<u>Rate</u> \$325.00	Rating 0.00						
E 23 KSNV 10/1	6/12 10/16/12	Late Night w/Fallo Late Night w/Fallo		1237a-136an	i -T	:30	1	\$250.001	0.00 NM	1	\$250.00
	BC< REV RATE			_							
<u>Start Dat</u> Week: 10/15/12		<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
		Late Night w/Fallo	on CM	1237a-136an		:30	1	\$250.001	0.00 NM	1	\$250.00
J FALLON-NI	BC< REV RATE	_	J.1								
<u>Start Dat</u> Week: 10/15/12	10/21/12	Weekdays	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
E 25 KSNV 10/1	8/12 10/18/12		CM	1237a-136an) ~T	:30	1	\$250.001	0.00 NM	1	\$250.00

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Order / Rev:

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06832437

Advertiser:

American Crossroads

Alt Order #: Flight Dates:

10/16/12 - 10/22/12

Product Desc:

American Crossroads

Estimate:

693

Ln 'Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Late Night w/Fallon Late Night w/Fallon J FALLON-NBC< REV RATE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---T---\$250.00 0.00 E 26 KSNV 10/19/12 10/19/12 Late Night w/Fallon CM 1237a-136am ----F--:30 \$250.001 0.00 NM \$250.00 Late Night w/Fallon J FALLON-NBC< REV RATE Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 ----F--\$250.00 0.00 E 27 KSNV 10/22/12 10/22/12 Late Night w/Fallon СМ 1237a-136am :30 \$250.001 0.00 NM 1 \$250.00 Late Night w/Fallon J FALLON-NBC< REV RATE Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 M-----\$250.00 0.00 E 28 KSNV 10/16/12 10/16/12 M-F Today Show III 4th 8M 10am-11am :30 \$325.001 -T----0.00 NM \$325.00 Today 4th Hour TODAY SHW3-NBC REV RATE Start Date End Date Spots/Week Weekdays Rate Rating Week: 10/15/12 10/21/12 \$325.00 0.00 E 29 KSNV 10/17/12 10/17/12 M-F Today Show III 4th IBM 10am-11am :30 \$325.001 --W----0.00 NM 1 \$325.00 Today 4th Hour TODAY SHW3-NBC REV RATE Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 --W----\$325.00 0.00 E 30 KSNV 10/18/12 10/18/12 M-F Today Show III 4th 18M 10am-11am :30 \$325.001 0.00 NM \$325.00 1 Today 4th Hour TODAY SHW3-NBC REV RATE Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$325,00 0.00 E31 KSNV 10/19/12 10/19/12 M-F Today Show III 4th IBM 10am-11am ----F--:30 \$325.001 0.00 NM \$325.00 Today 4th Hour **TODAY SHW3-NBC REV RATE** Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----F--\$325.00 0.00 E 32 KSNV 10/22/12 10/22/12 M-F Today Show III 4th IBM 10am-11am M----:30 \$325.001 0.00 NM 1 \$325.00 Today 4th Hour TODAY SHW3-NBC REV RATE **Weekdays** Start Date **End Date** Spots/Week Rate Rating 10/28/12 Week: 10/22/12 \$325.00 0.00 5-6a E 33 KSNV 10/16/12 10/16/12 M-F 5-6a WakeUp w/WaQM :30 -T----\$450.001 0.00 NM \$450.00 M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 REV RATE Start Date **End Date** Weekdays Spots/Week Rate Rating -T---Week: 10/15/12 10/21/12 \$450.00 0.00 E 34 KSNV 10/17/12 10/17/12 M-F 5-6a WakeUp w/WaQM 5-6a :30 0.00 NM --W---\$450,001 1 \$450.00 M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 REV RATE <u>Weekdays</u> Start Date End Date Spots/Week Rating Rate --W----Week: 10/15/12 10/21/12 \$450.00 0.00 E 35 KSNV 10/18/12 10/18/12 M-F 5-6a WakeUp w/WaQM :30 \$450.001 0.00 NM ---T---\$450.00 M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 REV RATE Start Date End Date Weekdays Rating Spots/Week Rate Week: 10/15/12 10/21/12 \$450.00 0.00 E36 KSNV 10/19/12 10/19/12 M-F 5-6a WakeUp w/WaQM 5-6a ----F--:30 \$450.001 0.00 NM \$450.00 M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 REV RATE Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$450.00 0.00 E 37 KSNV 10/22/12 10/22/12 СМ 5-6a :30 \$450.001 0.00 NM \$450.00

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Order / Rev:

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10/16/12 - 10/22/12

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Inventory Code Ln Ch Start End Len Spots Break Start/End Time Days Rate Pri Rtg Type Spots Amount M-F 5-6a WakeUp W/Wag M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 REV RATE <u>Weekdays</u> Start Date End Date Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$450,00 0.00 M-F Today Show II 3rd H&M E 38 KSNV 10/16/12 10/16/12 9-10a -T----:30 \$750.001 0.00 NM 1 \$750.00 M-F Today Show II TODAY SHW2-NBC REV RATE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -T----\$750.00 0.00 E 39 KSNV 10/17/12 10/17/12 M-F Today Show II 3rd HBM 9-10a --W---:30 \$750.001 0.00 NM 1 \$750.00 M-F Today Show II TODAY SHW2-NBC REV RATE Start Date End Date Spots/Week Rate Rating Week: 10/15/12 10/21/12 --W----\$750.00 0.00 E 40 KSNV 10/18/12 10/18/12 M-F Today Show II 3rd HCM 9-10a 30 \$750.001 0.00 NM 1 \$750.00 M-F Today Show II TODAY SHW2-NBC REV RATE Start Date End Date Weekdays Spots/Week Rate Rating ---T---Week: 10/15/12 10/21/12 \$750.00 0.00 E41 KSNV 10/19/12 10/19/12 M-F Today Show II 3rd H&M 9-10a :30 \$750.001 ---F--0.00 NM 1 \$750.00 M-F Today Show II TODAY SHW2-NBC REV RATE Start Date End Date Weekdays Spots/Week Rate Rating ----F--Week: 10/15/12 10/21/12 \$750.00 0.00 E 42 KSNV 10/22/12 10/22/12 M-F Today Show II 3rd HCM 9-10a M-----:30 \$750.001 0.00 NM \$750.00 M-F Today Show II TODAY SHW2-NBC REV RATE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$750.00 0.00 E 43 KSNV 10/20/12 10/20/12 Wknd Jeopardy CM 630-7pm ----S-:30 0.00 NM \$550.001 \$550.00 SAT/Jeopardy JEP REV RATE/PGM Start Date End Date Weekdays Spots/Week Rate Rating 10/21/12 ----S-Week: 10/15/12 \$550.00 0.00 E 44 KSNV 10/16/12 10/16/12 Wheel of Fortune in PRIMM M-SA 8-11p / SUN-T----:30 1 \$1,300.001 0.00 NM \$1,300.00 Wheel in Prime WHEEL RATE CHANGE/PC Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -T---1 \$1,300.00 0.00E 45 KSNV 10/17/12 10/17/12 M-F Wheel СМ 7-730pm ------:30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL RC/PC Start Date End Date **Weekdays** Spots/Week Rating Rate Week: 10/15/12 10/21/12 --W----\$1,300.00 0.00 E 46 KSNV 10/18/12 10/18/12 M-F Wheel CM 7-730pm :30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL RC/PC Start Date **End Date** Weekdays Spots/Week Rate Rating 10/21/12 ---T---Week: 10/15/12 1 \$1,300.00 0.00 E 47 KSNV 10/19/12 10/19/12 M-F Whee! CM 7-730pm ----F--:30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL RC/PC Start Date End Date Weekdays 1 4 1 Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$1,300.00 0.00E 48 KSNV 10/22/12 10/22/12 Wheel of Fortune in PRIMM M-SA 8-11p / SUNM-----:30 1 \$1,300.001 0.00 NM \$1,300,00 Wheel in Prime WHEEL RC/PC Start Date **End Date** Weekdays Spots/Week Rating Rate M----Week: 10/22/12 10/28/12 \$1,300.00 0.00 E49 KSNV 10/16/12 10/16/12 1135p-1237a :30 \$750,001 0.00 NM \$750.00

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Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount The Tonight Show **Tonight Show** TONITE SHW-NBC< REV RATE End Date Spots/Week Start Date Weekdays Rate Rating Week: 10/15/12 10/21/12 -T----\$750.00 0.00E 50 KSNV 10/17/12 10/17/12 The Tonight Show CM 1135p-1237a --W----:30 \$750.001 0.00 NM \$750.00 **Tonight Show** TONITE SHW-NBC< REV RATE End Date Start Date Weekdays Spots/Week Rating Rate 10/21/12 --W---Week: 10/15/12 \$750.00 0.00 E 51 KSNV 10/18/12 10/18/12 The Tonight Show CM 1135p-1237a :30 \$750.001 0.00 NM \$750.00 **Tonight Show TONITE SHW-NBC< REV RATE** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---T---\$750.00 0.00 E 52 KSNV 10/19/12 10/19/12 The Toniaht Show CM 1135p-1237a ----F--30 \$750.001 0.00 NM \$750.00 Tonight Show **TONITE SHW-NBC< REV RATE** Start Date Spots/Week End Date Weekdays Rate Rating Week: 10/15/12 10/21/12 ----F--\$750.00 0.00 E 53 KSNV 10/22/12 10/22/12 The Tonight Show CM 1135p-1237a \$750.001 M----:30 0.00 NM \$750.00 Tonight Show TONITE SHW-NBC< REV RATE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M-----\$750.00 0.00 E 54 KSNV 10/16/12 10/16/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm -T----:30 \$725.001 0.00 NM \$725.00 4PM NEWS (1 hour) NEWS REV RATE, TP & PGM Weekdays Start Date End Date Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$725.00 0.00 E 55 KSNV 10/17/12 10/17/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm :30 --W----1 \$725.001 0.00 NM \$725.00 4PM NEWS (1 hour) NEWS RV RATE ,PG , TP Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 --W----\$725.00 0.00NEWS 3 at 4 (1 HOUR)CM E 56 KSNV 10/18/12 10/18/12 4-5pm ---T---:30 \$725.001 0.00 NM 1 \$725.00 4PM NEWS (1 hour) NEWS REV RATE, TP & PROGRAM Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 --T---\$725.00 0.00 E 57 KSNV 10/19/12 10/19/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm ----F--:30 \$725.001 0.00 NM \$725.00 4PM NEWS (1 hour) NEWS REV RATE, TP & PROGRAM **End Date** Start Date Weekdays Spots/Week Rate Rating 10/21/12 ----F--Week: 10/15/12 \$725.00 0.00 E 58 KSNV 10/22/12 10/22/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm M-----:30 \$725.001 0.00 NM \$725.00 1 4PM NEWS (1 hour) NEWS REV RATE, TP & PROGRAM Start Date **End Date** <u>Weekdays</u> Rate Rating Week: 10/22/12 10/28/12 M-----\$725.00 0.00 E 59 KSNV 10/16/12 10/16/12 M-F 6-7a WakeUp w/WaQM 6-7a :30 0.00 NM -T----1 \$1,000.001 \$1,000.00 M-F 6-7a WakeUp w/Wagners WAKE W/WAGNRS2 REV RATE Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/15/12 10/21/12 -T----\$1,000.00 0.00 E 60 KSNV 10/17/12 10/17/12 M-F 6-7a WakeUp w/WaQM :30 --w---1 \$1,000.001 0.00 NM \$1,000.00 M-F 6-7a WakeUp w/Wagners WAKE W/WAGNRS2 REV RATE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 --W---\$1,000.00 0.00 E61 KSNV 10/18/12 10/18/12 CM 6-7a :30 1 \$1,000.001 0.00 NM \$1,000.00 Print Date: 09/27/12 17:28:31 Page 7 of 11

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Flight Dates: 10/16/12 - 10/22/12 Estimate:

693

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners WAKE W/WAGNRS2 REV RATE Start Date **End Date** Weekdays Spots/Week Rate Rating ---T---Week: 10/15/12 10/21/12 1 \$1,000.00 0.00 E 62 KSNV 10/19/12 10/19/12 M-F 6-7a WakeUp w/WaQM 6-7a ----F--:30 1 \$1,000.001 0.00 NM \$1,000.00 1 M-F 6-7a WakeUp w/Wagners WAKE W/WAGNRS2 REV RATE Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---F--1 \$1,000,00 0.00 E 63 KSNV 10/22/12 10/22/12 M-F 6-7a WakeUp w/WaQM 6-7a M----:30 1 \$1,000.001 0.00 NM \$1,000.00 M-F 6-7a WakeUp w/Wagners WAKE W/WAGNRS2 REV RATE Start Date End Date Spots/Week **Weekdays** Rate Rating Week: 10/22/12 10/28/12 M-----1 \$1,000.00 0.00 E 64 KSNV 10/16/12 10/16/12 **Today Show** CM 658a-9am .30 1 \$1,500.001 0.00 NM --T-----\$1,500.00 **Today Show** TODAY SHW REV RATE Start Date **End Date** Weekdays Spots/Week Rate Rating -T----Week: 10/15/12 10/21/12 \$1,500.00 0.00 E 65 KSNV 10/17/12 10/17/12 **Today Show** CM 658a-9am --W----:30 1 \$1,500.001 0.00 NM \$1,500.00 **Today Show** TODAY SHW REV RATE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 --W----\$1,500.00 0.00 E 66 KSNV 10/18/12 10/18/12 **Today Show** CM ---T---:30 658a-9am 1 \$1,500.001 0.00 NM \$1,500.00 **Today Show TODAY SHW REV RATE** Start Date Weekdays Spots/Week End Date Rate Rating ---T---Week: 10/15/12 10/21/12 \$1,500.00 0.00 E 67 KSNV 10/19/12 10/19/12 **Today Show** CM 658a-9am ---F--:30 \$1,500.001 0.00 NM \$1,500.00 Today Show **TODAY SHW REV RATE** Start Date **End Date** Weekdays Spots/Week Rating Rate --F--Week: 10/15/12 10/21/12 1 \$1,500.00 0.00 E 68 KSNV 10/22/12 10/22/12 **Today Show** СМ 658a-9am M-----:30 1 \$1,500,001 0.00 NM \$1,500.00 **Today Show TODAY SHW REV RATE** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M-----\$1,500.00 0.00 E 69 KSNV 10/16/12 10/16/12 M-F Early News -T----СМ 5-630p :30 1 \$1,200.001 0.00 NM \$1,200.00 M-F Early News VARIOUS REVIRTE Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 -T----\$1,200.00 0.00 E 70 KSNV 10/17/12 10/17/12 M-F Early News CM 5-630p --W----:30 1 \$1,200.001 0.00 NM \$1,200.00 M-F Early News VARIOUS REV RTE Start Date End Date Weekdays Spots/Week Rating Rate 10/21/12 --W----Week: 10/15/12 1 \$1,200.00 0.00 E 71 KSNV 10/18/12 10/18/12 M-F Early News CM 5-630p ---T---:30 1 \$1,200.001 0.00 NM \$1,200.00 M-F Early News VARIOUS REVIRTE Start Date End Date **Weekdays** Spots/Week <u>Rate</u> Rating Week: 10/15/12 ---T---10/21/12 \$1,200.00 0.00 E 72 KSNV 10/19/12 10/19/12 M-F Early News СМ 5-630p ----F--:30 1 \$1,200.001 0.00 NM \$1,200.00 M-F Early News VARIOUS REVIRTE **End Date** Weekdays Spots/Week Start Date Rating Rate Week: 10/15/12 10/21/12 \$1,200.00 0.00 E73 KSNV 10/22/12 10/22/12 CM 5-630p 1 \$1,200.001 :30 0.00 NM \$1,200.00

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KSNV

Order / Rev:

104837

Advertiser:

Estimate:

American Crossroads

Alt Order #: Flight Dates: 06832437

10/16/12 - 10/22/12

Product Desc;

American Crossroads

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			M-F Early News									
VARIO	US REV	RTE	M-F Early News									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 10.	/22/12	10/28/12	M		\$1,200.00	0.00						
E74 KSNV	10/16/1	2 10/16/12	Noon News	CM	12-1230pm	-T	:30	1	\$425.001	0.00 NM	1	\$425.00
NEWS	3 AT NO	ON.	Noon News									
	o Ar NO urt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/21/12	-T	1	\$425.00	0.00						
E 75 KSNV	10/17/1	2 10/17/12	Noon News	СМ	12-1230pm	w	:30	1	\$425.001	0.00 NM	1	\$425.00
			Noon News									
	3 AT NO		Mankalan	On ata Milania	D-4-	D-Hann						
<u>ى د</u> .Week: 10	rt <u>Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> w	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00						
E 76 KSNV			Noon News	CM	12-1230pm	T	:30	1	\$425.001	0.00 NM	1	\$425.00
			Noon News					•	¥ 140100 1	0.00 /	•	ψ-120.00
	3 AT NO											
<u>Sta</u> Week: 10	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating						
E 77 KSNV		10/21/12	Noon News	CM	\$425.00 12-1230pm	0.00	:30		P405 004	0.00 NB4		# 40E 00
L // NOIN	10/13/1	2 10/19/12	Noon News	CIVI	12-1230pm		:50	1	\$425.001	0.00 NM	1	\$425.00
NEWS	3 AT NO	ON										
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10.		10/21/12	F	1	\$425.00	0.00						
E78 KSNV	10/22/1	2 10/22/12	Noon News Noon News	СМ	12-1230pm	M	:30	1	\$425.00 1	0.00 NM	1	\$425.00
NEWS	3 AT NO	ON	NOON NEWS									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10.		10/28/12	M	. 1	\$425.00	0.00						
E79 KSNV	10/20/1	2 10/20/12	News 3 Sunrise -		6a-7a	S-	:30	1	\$350,001	0.00 NM	1	\$350.00
AVG A	LL WKS		News 3 Sunrise S	SATURDAY								•
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/15/12	10/21/12	s-	1	\$350.00	0.00						
E80 KSNV	10/16/1	2 10/16/12		СМ	3-4p	-T	:30	1	\$450.001	0.00 NM	1	\$450.00
DR. PH	u .		Dr Phil									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	-T	1	\$450.00	0.00						
E 81 KSNV	10/17/1	2 10/17/12	Dr. Phil	CM	3-4p	W	:30	1	\$450.001	0.00 NM	1	\$450.00
			Dr Phil		·							
DR. PI		F1 D-4-	Marabala	0 1 401 1	Б.	- ·						
<u>Sta</u> Week: 10	art Date /15/12	End Date 10/21/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$450.00	Rating 0.00						
E 82 KSNV				CM	3-4p	0.00	:30	1	\$450,001	0.00 NM	1	\$450.00
202	,		Dr Phil	0	0 .jp	,	.00	i.	ψ-150,50 [0.00 INIVI	Į.	φ450.00
DR. PI	IIL<											
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10. E 83 KSNV		10/21/12	T	CM	\$450.00	0.00			4470.004	0.00.1114		
E 03 KONV	10/19/1	2 10/19/12	Dr. Phil	CIVI	3-4p	F	:30	1	\$450.001	0.00 NM	1	\$450.00
DR. PH	IIL<	•	2111111									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week; 10.		10/21/12	F	1	\$450.00	0.00						
E84 KSNV	10/22/1	2 10/22/12		CM	3-4p	M	:30	1	\$450.001	0.00 NM	1	\$450.00
DR. PH	IIL<		Dr Phil									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/28/12	M	1	\$450,00	0.00						
E 85 KSNV	10/21/1	2 10/21/12		СМ	7a-8am	S	:30	1	\$750.001	0.00 NM	1	\$750.00
										-		

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Order / Rev:

104837

Advertiser:

American Crossroads

Alt Order #: Flight Dates:

06832437

10/16/12 - 10/22/12

Product Desc:

American Crossroads

Estimate:

Ln Ch Si	art End	Inventory Code	e Break	Start/End 1	⊺ime Days	Len S	note Pato Bri	Dta Tuna	Snoto	A
		Sunday Today	Broak	Otara Eng 1	inc Days	Len o	pois Nate Fil	Rtg Type	Spors	Amount
SUN TODA	Y-NBC REV RA	Sunday Today TE								
Start Da	ate End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				i	
Week: 10/15/1		Saturday Today	1 CM	\$750.00 7a-9am	0.00	.20	1 0005 004	0.00.111	1	
AVG. ALL V		Saturday Today	CIVI	7 a-5am	S-	:30	1 \$625.001	0.00 NM	1	\$625.00
Start Da Week: 10/15/1		<u>Weekdays</u> S-	<u>Spots/Week</u> 1	<u>Rate</u> \$625.00	<u>Rating</u> 0.00					
E 87 KSNV 10/		Wed PR 9-10p Wednesday Prim	CM ne 9-10pm	9-10pm	W	:30	1 \$4,000.001	0.00 NM	1	\$4,000.00
SVU RC/PC		Maakdaya	Cmata Attack	D-1-	B.C					
<u>Start Da</u> Week: 10/15/1		<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$4,000.00	<u>Rating</u> 0.00					
E 88 KSNV 10/		Saturday Prime 8	CM 3-9pm	8-9pm	S	:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
NBC PRIME Start Da	RATE CHANG	E Weekdays	Cnotadalank	Data	Detina				İ	
Week: 10/15/1		<u>vveekdays</u> S-	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00					
E 89 KSNV 10/		News 3 Today - 5 News 3 Today - 5	SATUR D M	9am-930am	S-	:30	1 \$500.001	0.00 NM	1	\$500.00
AVG, ALL W	· · · · -	hn t = -1 - 1								
<u>Start Da</u> Week: 10/15/1		<u>Weekdays</u> Ş-	Spots/Week 1	<u>Rate</u> \$500,00	Rating 0.00					
E 90 KSNV 10/		Sa-Su News 3 at Sa-Su News 3 at		11pm-1135p		:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
WKD2 NWS										
<u>Start Da</u> Week; 10/15/1;		<u>Weekdays</u> ~~~-S-	Spots/Week 1	<u>Rate</u> \$1,100.00	Rating 0.00					
		Chrls Matthews 9 Chris Matthews 8	:30AM SM	9:30a-10a	S	:30	1 \$600.001	0.00 NM	1	\$600.00
CM REV RA Start Da		Mookdow	On at - 8811.	5.	-					
Week: 10/15/1	2 10/21/12	Weekdays S	Spots/Week 1	Rate \$600.00	Rating 0.00					
E 92 KSNV 10/		Sa-Su Early News Sa-Su Early New		5pm-630pm	S-	:30	1 \$675.001	0.00 NM	1	\$675.00
Start Da		<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/15/1:	2 10/21/12	S-	1	\$675,00	0.00					
		Thurs PR 10-11p Thursday Prime		10-11pm	T	:30	1 \$3,200.001	0.00 NM	1	\$3,200.00
	FER RATE CHA		0 (444)	5.						
Start Da Week: 10/15/1		<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$3,200.00	Rating 0.00					
		Days of our Lives Days of our Lives	СМ	1258p-2pm	-T	:30	1 \$425.001	0.00 NM	1	\$425.00
DAYS-OUR		Martida	0 (4)							
<u>Start Da</u> Week: 10/15/12	2 10/21/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00					
E 95 KSNV 10/	17/12 10/17/12	Days of our Lives Days of our Lives		1258p-2pm	W	:30	1 \$425.001	0.00 NM	1	\$425.00
DAYS-OUR		•								
<u>Start Da</u> Week: 10/15/12		<u>Weekdays</u> w	Spots/Week	<u>Rate</u> \$425.00	Rating 0.00					
The state of the s	-t-	Days of our Lives	СМ	1258p-2pm	T	:30	1 \$425.001	0.00 NM	1	\$425.00
DAYS-OUR	LIVES<	Days of our Lives	ı							,
Start Da Week: 10/15/12	te End Date	Weekdays T	Spots/Week	Rate	Rating					
E 97 KSNV 10/		,	CM	\$425.00 1258p-2pm	0.00	:30	1 \$425.001	0.00 5154	a.	#405 00
			JIVI	oop-zpiii		.30	1 \$425,001	0.00 NM	1	\$425.00

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Order / Rev:

104837

Advertiser:

American Crossroads

Alt Order #: Flight Dates: 06832437

10/16/12 - 10/22/12

Product Desc:

American Crossroads

Estimate:

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type S	pots	Amount
-			Days of our Lives Days of our Lives									
DAYS-0	OUR LIVI	ES<	Days of our Lives	,								
<u>Sta</u> Week: 10/	<u>rt Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00						
E98 KSNV	10/22/1	2 10/22/12	Days of our Lives Days of our Lives		1258p-2pm	M	:30	1	\$425.001	0.00 NM	:1	\$425.00
DAYS-0	OUR LIV	ES<										
<u>Sta</u> Week: 10/	rt <u>Date</u> /22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00			-			
E99 KSNV	10/21/1	2 10/21/12	News 3 Today W News 3 Today	knd CM	9a-930am	S	:30	1	\$500.001	0.00 NM	1	\$500.00
	LL WKS											
Sta Week: 10/	<u>rrt Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$500.00	Rating 0.00						
E100 KSNV			M-F News 3 at El	even CM	11pm-1135p		:30	1	\$1,200.001	0.00 NM	1	\$1,200.00
NEWS	3 AT 11<	REV RATE	M-F News 3 at E	leven		,						
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/21/12	-T		\$1,200.00	0.00				11···		
E101 KSNV	10/17/1	2 10/17/12	M-F News 3 at El M-F News 3 at E		11pm-1135p	mW	:30	1	\$1,200.001	0.00 NM	1	\$1,200.00
NEWS	3 AT 11<	REV RATE										
<u>Sta</u> Week: 10	art Date /15/12	End Date 10/21/12	<u>Weekdays</u> W	Spots/Week	Rate \$1,200.00	Rating 0.00				1		
			M-F News 3 at El		41,200.00 11pm-1135pi		:30	1	\$1,200.001	0.00 NM	1	\$1,200.00
NEWS	3 AT 11a	REV RATE	M-F News 3 at E	leven								, . ,
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	T		\$1,200.00	0.00			····,• \ · · _• ,			
			M-F News 3 at El M-F News 3 at El		11 pm-1135pi	mF	:30	1	\$1,200.001	0.00 NM	1	\$1,200.00
	art Date	REV RATE <u>End Date</u>	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/21/12	F	1	\$1,200.00	0.00						
E104 KSNV	10/22/1	2 10/22/12	M-F News 3 at El M-F News 3 at El		11pm-1135p	m M	:30	1	\$1,200.001	0.00 NM	1	\$1,200.00
		REV RATE										
<u>Sta</u> Week: 10/		End Date 10/28/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00						
			FacetoFace/Ralsi		730-758pm	-TW	:30	2	\$900.001	0.00 NM	2	\$1,800.00
FACE.	I RALSTO	N< REV RA	Face to Face w/ . ATE, ADDED SPO									
		End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	,	10/21/12	-TW	2		0.00						
	<u> Date Ra</u> 10/15/1:		escription acetoFace/Ralston		<u>VEnd Time</u> 758pm		<u>Weekdays</u> -TW	<u>Len</u> 	igth <u>Rate</u> :30 (\$900.00)	Rtg Type 0.00 NM		
	e MG 10	5.3 = NBC DEB	ATEI	•	·				(**************************************			
-			ALSTON in PRIME	∃ 8-11	pm		-T		:30 \$900.00	0.00 NM		
_	G for 105.				,				• • • • • • • • • • • • • • • • • • • •			
			FacetoFace/Ralst	•	730-758pm	TF	:30	2	\$900.001	0.00 NM	2	\$1,800.00
FACE-	J RALSTO	ON< REV RA	، Face to Face w ATE, ADDED SPO									
<u>Sta</u> Week: 10/	rt <u>Date</u> /15/12	End Date 10/21/12	Weekdays	Spots/Week 2	<u>Rate</u> \$900.00	Rating 0.00						
			RALSTON in PRI	ME CM	8-11pm	M	:30	1	\$900.001	0.00 NM	1	\$900.00
FACE-	J RALSTO	ON< REV RA	Face to Face in F	PRIME								
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10	/22/12	10/28/12	М	1	\$900.00	0.00						

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Order / Rev:

104837

Advertiser:

American Crossroads

Alt Order #:

06832437

Product Desc:

American Crossroads

KSNV

Flight Dates:

10/16/12 - 10/22/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
E107 KSNV	10/22/12	10/22/12	RALSTON in PRI		8-11pm	M	:30	1	\$900.001	0.00 NM	1	\$900.00
FACE-	J RALSTO	N< REV R	Face to Face in F ATE	PRIME								
E108 KSNV	10/21/12	10/21/12	Meet the Press Meet the Press	СМ	8a-9am	s	:30	1	\$3,000.001	0.00 NM	1	\$3,000.00
MEET	PRESS-SI	JN										
<u>Sta</u>	<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	/15/12	10/21/12	S	1	\$3,000.00	0.00						
E109 KSNV	10/21/12	10/21/12	Sun PR 9-10p	CM	9-10pm	S	:30	1	\$1,200.001	0.00 NM	1	\$1,200.00
			Sunday Prime 9-	10pm								
ADDED	SPOT DI	LINE AFTE	R NFL			•						
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10	/15/12	10/21/12	s	1	\$1,200.00	0.00						
					"					Totals	111	\$83,275.00